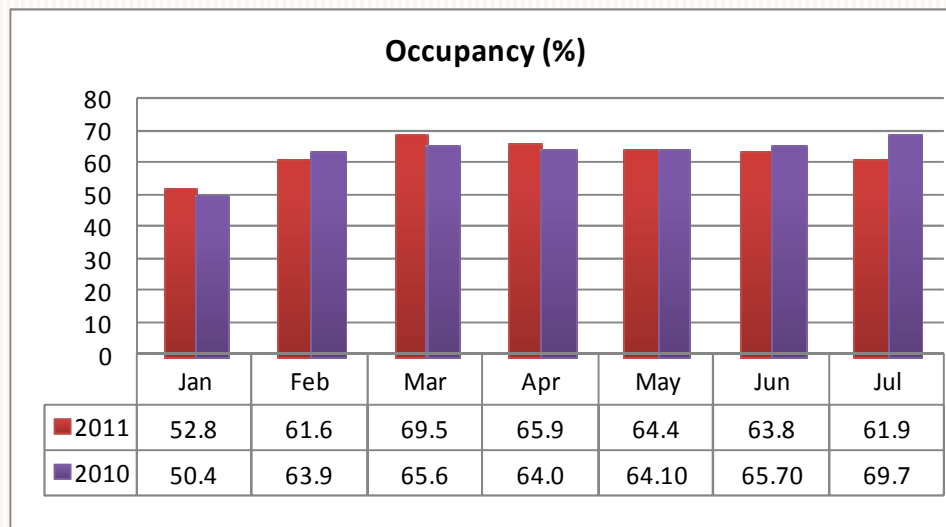


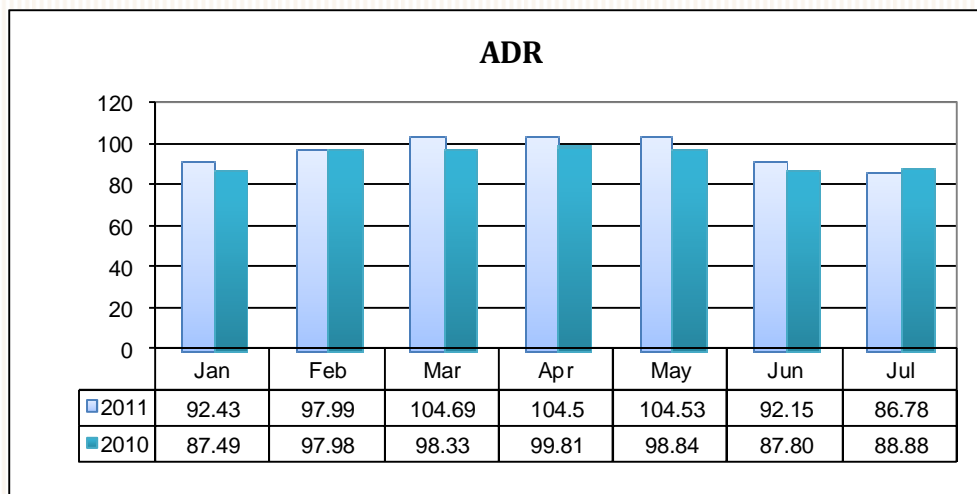
Monthly Dashboard



LA Lodging Indicators

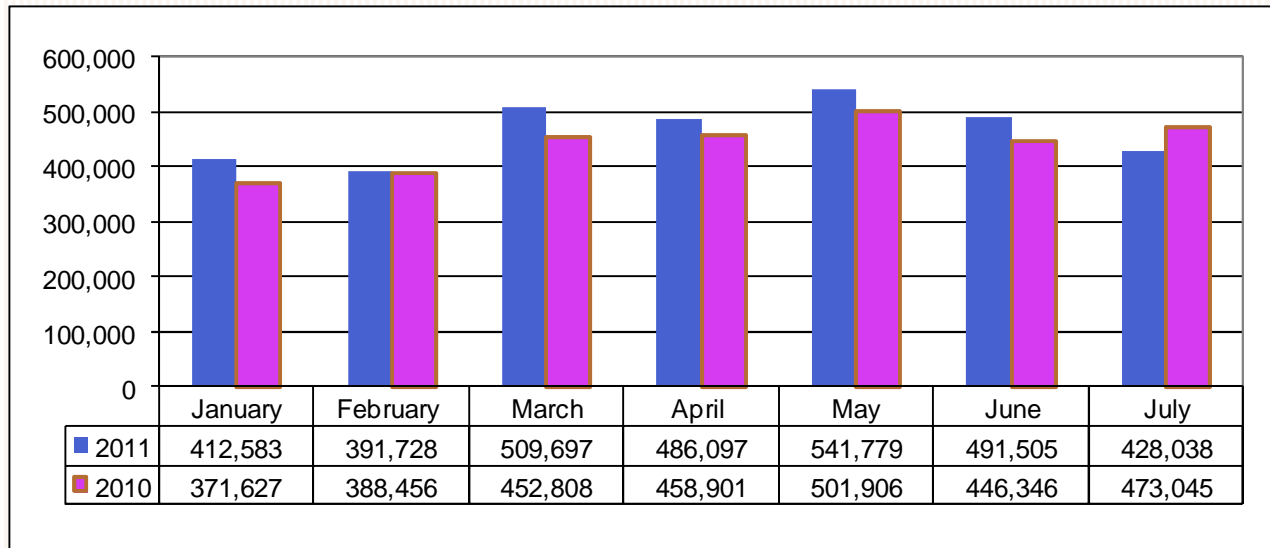


Louisiana statewide occupancy rates saw a very slight decrease in July's occupancy rate over June's (-1.9 %).



Louisiana statewide has been experiencing a slight drop in ADR over the last few months but remains strong year over year.

Source: Smith Travel Research

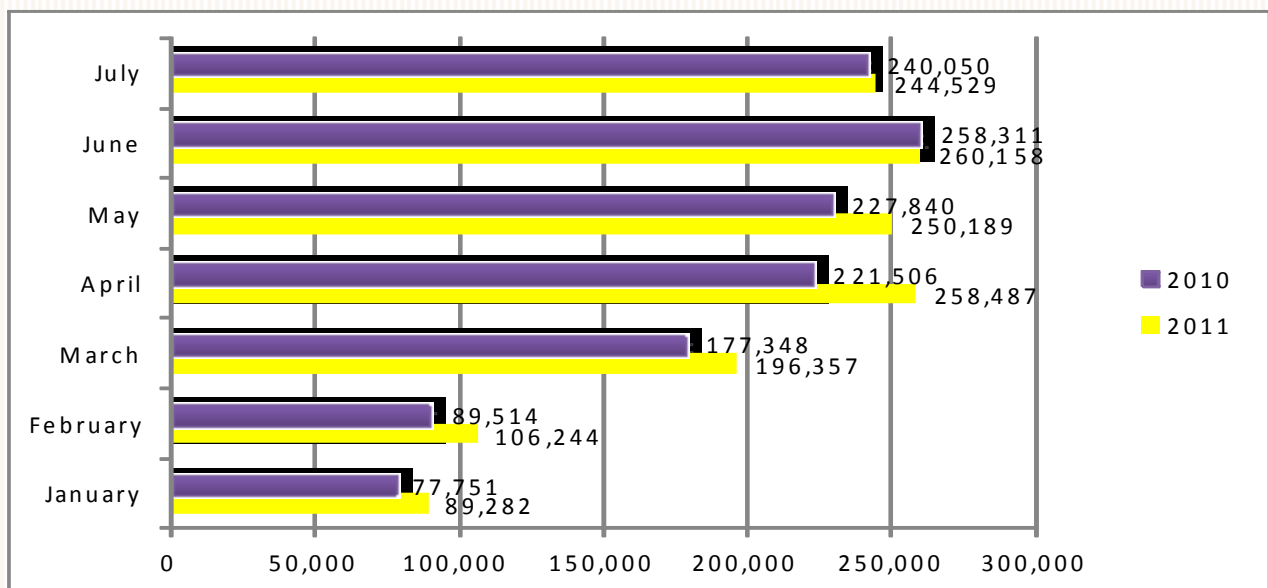
Louisiana Airport Traffic*

June enplanements for Monroe and July enplanements for Shreveport, Lake Charles and Monroe are not reported in total.

For individual airport traffic, please visit our Newsletter link at <http://www.crt.state.la.us/TOURISM/RESEARCH/home.aspx>

*Enplanements are defined as the number of passengers who board a flight, including origination, stop over and connections.

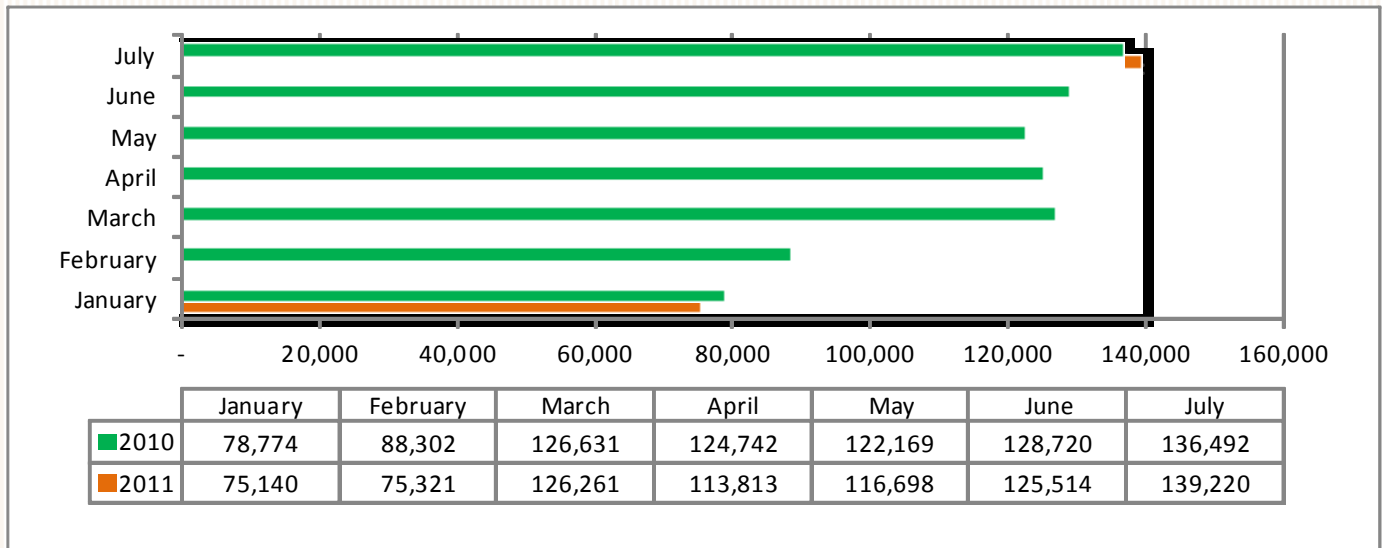
Source: Individual LA airports (New Orleans, Baton Rouge, Lafayette, Shreveport, Lake Charles, Monroe, and Alexandria)

Louisiana State Parks Monthly Visitation

For detailed information, please contact Reggie Dumas with State Parks at 225-342-8106.

Source: Louisiana State Parks

Louisiana Welcome Centers Visitation



Overall, the Welcome Centers have seen a steady increase in visitors since the beginning of the year. Several centers were closed in May and June due to flooding, which caused a decrease in visitor counts.

Top Ten Welcome Center International Visitor Totals: Jan-July 2011

Canada	955
France	804
Mexico	670
Germany	589
United Kingdom	477
Netherlands (Holland)	463
Australia	414
Switzerland	174
Belgium	165
Spain	147

Top Ten Welcome Center Domestic Visitor Totals: Jan-July 2011

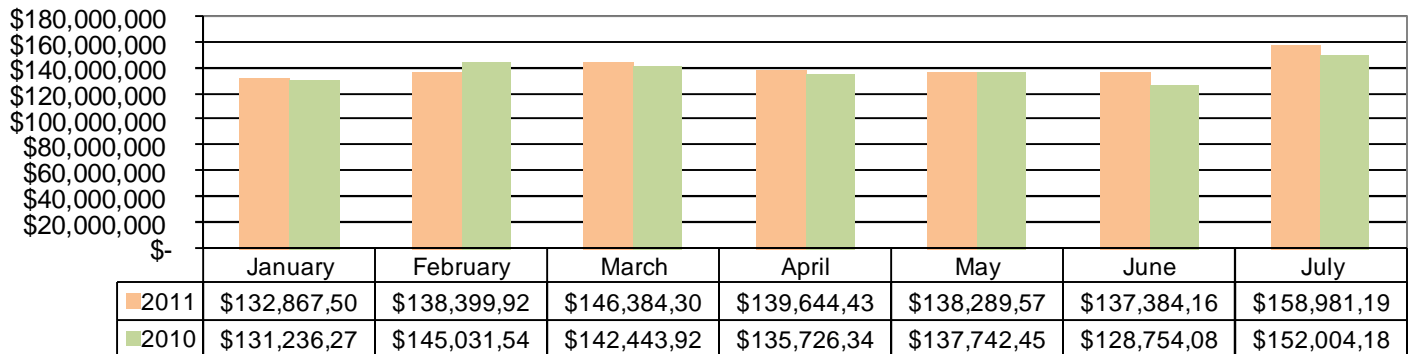
TX	38,445
LA	28,883
MS	10,873
FL	7,769
AL	6,288
GA	3,798
OK	2,484
CA	2,129
TN	2,113
AR	1,937

*Canada includes all of Canada provinces captured.

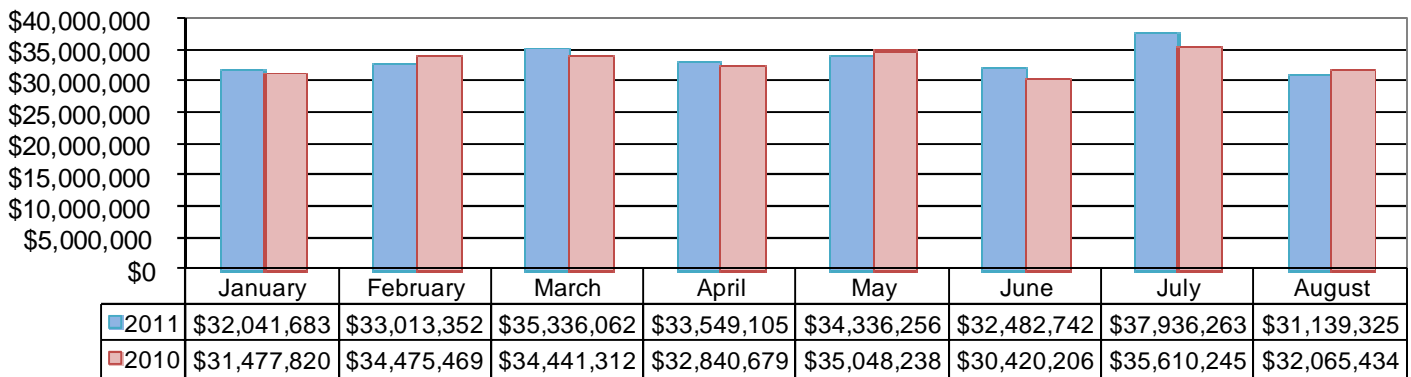
For individual welcome center monthly totals, please download our Newsletter at
<http://www.crt.state.la.us/TOURISM/RESEARCH/home.aspx>

Louisiana Gaming Gross Revenue

Riverboats



Racinos



Landbased

